AMENDMENTS

I.   **In the Claims**

15. (Currently Amended) A method of analyzing transaction data representing a plurality of

transactions comprising;

selecting data representing a subset of ~~said~~ a plurality of labels from said transaction data;

for the labels in said subset, identifying a first set of transaction data, said first set of

transaction data representing:

said subset of labels and said subset labels' associated data attributes,

one or more labels and their associated data attributes performed before any of

said subset of labels, and

one or more labels and their associated data attributes performed after any of said

subset of transactions; and

for each label in said subset, presenting said first set of transaction data.

II.   **In the Abstract**

1.   Amended abstract in strikethrough format.

~~The present invention~~ System and method to provides management of transaction data

effectively to process, store, analyze, review, and visualize transaction data. The system and

method are ~~present invention is~~ compatible with transaction data from internet accesses to Web-

sites. The system and method ~~present invention~~ provides a unified data collection and

processing scheme with an interactive visualization tool for the processed data. The system and

method ~~present invention~~ receives transaction data and then processes this transaction data to

create an efficient data structure representing the data. As a result, the <u>system and method</u> ~~present invention~~ also provides an interactive visualization tool for the strategists, transaction data maintenance personnel, and Web-site maintenance personnel to effectively and efficiently review transaction data to provide a convenient tool for managing transaction data or a Web-site and visualizing its effectiveness. Furthermore, the <u>system and method</u>~~present invention~~ also provides for the aggregation of such transaction data.

2. Amended abstract in normal format

System and method to provide management of transaction data effectively to process, store, analyze, review, and visualize transaction data. The system and method are compatible with transaction data from internet accesses to Web-sites.   The system and method provide a unified data collection and processing scheme with an interactive visualization tool for the processed data. The system and method receive transaction data and then processes this transaction data to create an efficient data structure representing the data. As a result, the system and method also provide an interactive visualization tool for the strategists, transaction data maintenance personnel, and Web-site maintenance personnel to effectively and efficiently review transaction data to provide a convenient tool for managing transaction data or a Web-site and visualizing its effectiveness. Furthermore, the system and method also provide for the aggregation of such transaction data.